

National Campaigns Targeting Physical Activity and Obesity



Richard E. Killingsworth, Active Living by Design

Molly White, Nike

Caryn Altman, Gatorade

Tim McDonald, General Motors

National Campaigns Promoting Physical Activity

- **Active Living**
- **America on the Move**
- **Choose to Move**
- **Eat Smart. Play Hard**
- **Get Kids in Action**
- **Girl Power!**
- **Go Red For Women**
- **Hearts N' Parks**
- **KaBOOM!**
- **NikeGO**
- **Operation FitKids**
- **P.E. 4 Life**
- **President's Challenge**
- **Shape Up America!**
- **Shaping America's Youth**
- **Small Steps. Big Rewards**
- **VERB**



Scope of Panel Discussion

- Program Goals
- Interventions
- Desired Outcomes
- Lessons Learned
- Applications

